University of Arkansas - Fort Smith
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General Syllabus

GRDS 2243 Digital Illustration

Credit Hours: 3   Lecture Hours: 2   Studio Hours: 4

Prerequisite(s): ART 1551 Admissions Portfolio or consent of instructor.
Effective Catalog: 2019-20

I. Course Information

A. Catalog Description
Introduces the student to software applications used in the execution of various types of digital illustration. One, two, and multi-color illustration projects are covered, as well as exporting, printing, scanners, and color printers. Projects involve illustration issues, problem solving, and deadlines.

B. Additional Information
Digital Illustration is a studio course meeting two days a week, three hours per meeting. It is designed to introduce the student to computer illustration software issues as they relate to graphic design. Assignments are based on design concerns related to digital illustration. Studio assignments are given and are accompanied by individual assistance. This course is considered important as ground work for all graphic design courses and is a prerequisite for some advanced graphic design courses.

II. Student Learning Outcomes

A. Subject Matter
Upon successful completion of this course, the student will be able to:

1. List and define terms and issues concerning basic concepts regarding digital illustration software.
2. View and set up documents.
3. Draw, move, and align objects.
4. Modify shapes and apply special effects.
5. Paint and create custom colors, gradients, and patterns.
6. Use layers, type, and graphs.
7. Import and export artwork.
8. Print documents and produce color separations.

B. University Learning Outcomes
This course enhances student abilities in the following areas:

Analytical Skills
Critical Thinking
Students will identify advertising concerns as problems, and propose solutions, addressing appropriate advertising media, client intent, target audience and overall impact. Students will use available data obtained from client needs, research, and current trends in advertising.

Communication Skills ((Written and Oral)
Students will conduct critique sessions and make professional presentations during this course. Students will discuss their own work with clarity, fluency, and intellect, as well as offer feedback for colleagues' work. Students must also present work as if in a professional presentation, explaining intent of work, descriptions of visual solutions to problems, and addressing of target audiences.

III.   Major Course Topics

A. Basic concepts concerning Adobe Illustrator and Adobe Photoshop
B. Viewing and setting up documents
C. Drawing, moving, and aligning objects
D. Modifying shapes and applying special effects
E. Painting and creating custom colors, gradients, and patterns
F. Using layers, type, and graphs
G. Importing and exporting artwork
H. Printing documents and producing color separations
I. General design concepts